

FIG. 1

File

Edit

View

Go

Help

←

→

↺

🏠

📁

200

Measure

☒ Revenue
 ☐ Number of Orders
 ☐ Quantity of Purchases

212

Comparison Method

☒ Period Over Period
 ☐ Year Over Year by Period

214

First Lifecycle Period

Period

Q1

Year

2000

216

New Customer Period

6

218

Calculation Period

Quarter

220

Insignificant Level

5,000.00

222

Months (the length of time when a customer is deemed "New")

(the granularity level for the two comparison periods)

(the level of purchase that makes a customer insignificant)

Lifecycles	Measure growth	%	Lifecycle Factor	# Customers
Growing	>=	10.00	>=	5,602
Declining	<=	10.00	<=	4,791
Defected	<=	40.00	<=	7,088
Stable	<=		<=	7,599

224

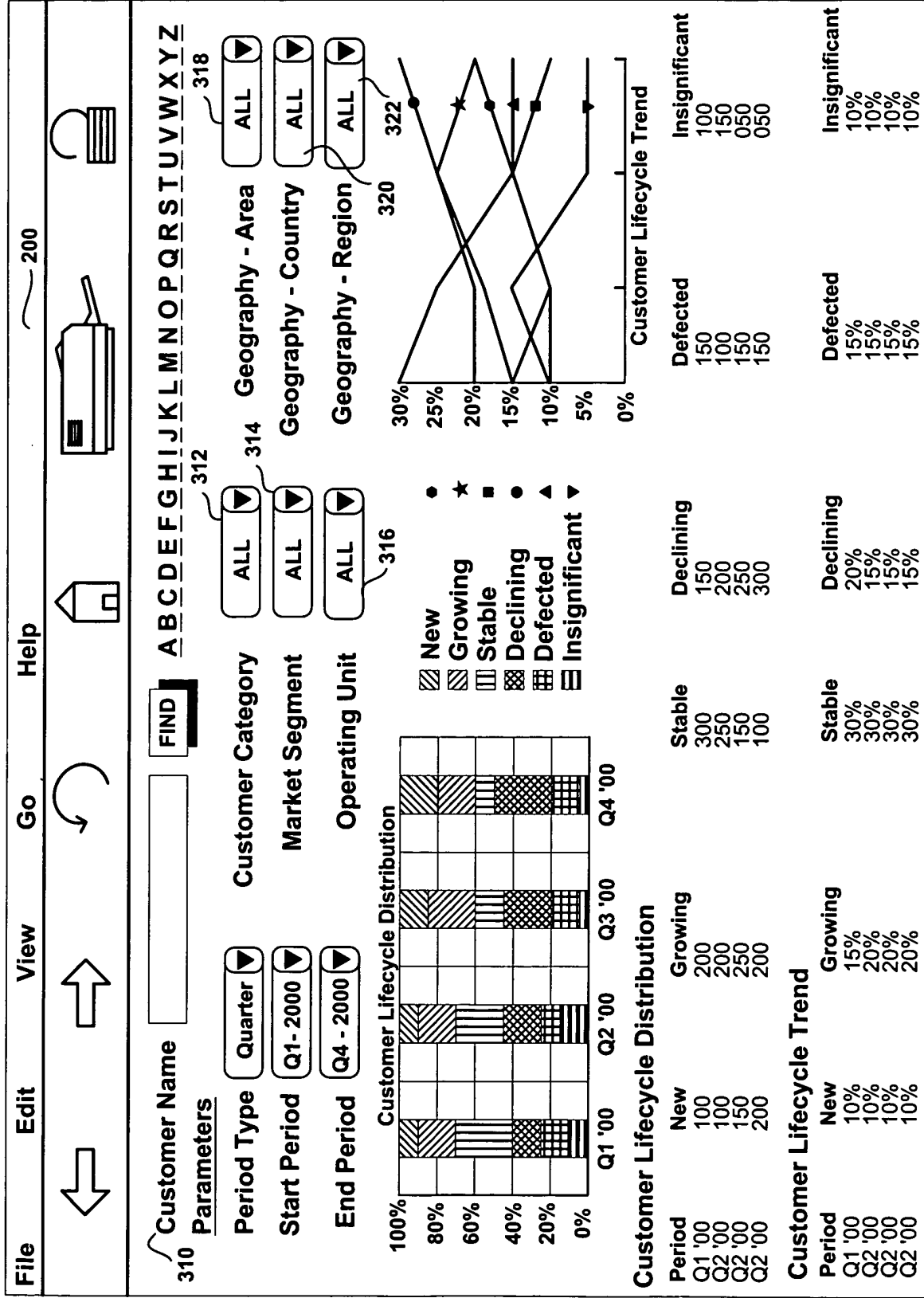
Calculate Lifecycle

Save

Cancel

226

FIG. 2



Customer Lifecycle Trend

Period

New

Growing

Stable

Declining

Defected

Insignificant

Q1 '00

10%

15%

30%

20%

15%

10%

Q2 '00

10%

20%

30%

15%

15%

10%

Q3 '00

10%

20%

30%

15%

15%

10%

Q4 '00

10%

20%

30%

15%

15%

10%

Customer Lifecycle Trend

Period

New

Growing

Stable

Declining

Defected

Insignificant

Q1 '00

10%

15%

30%

20%

15%

10%

Q2 '00

10%

20%

30%

15%

15%

10%

Q3 '00

10%

20%

30%

15%

15%

10%

Q4 '00

10%

20%

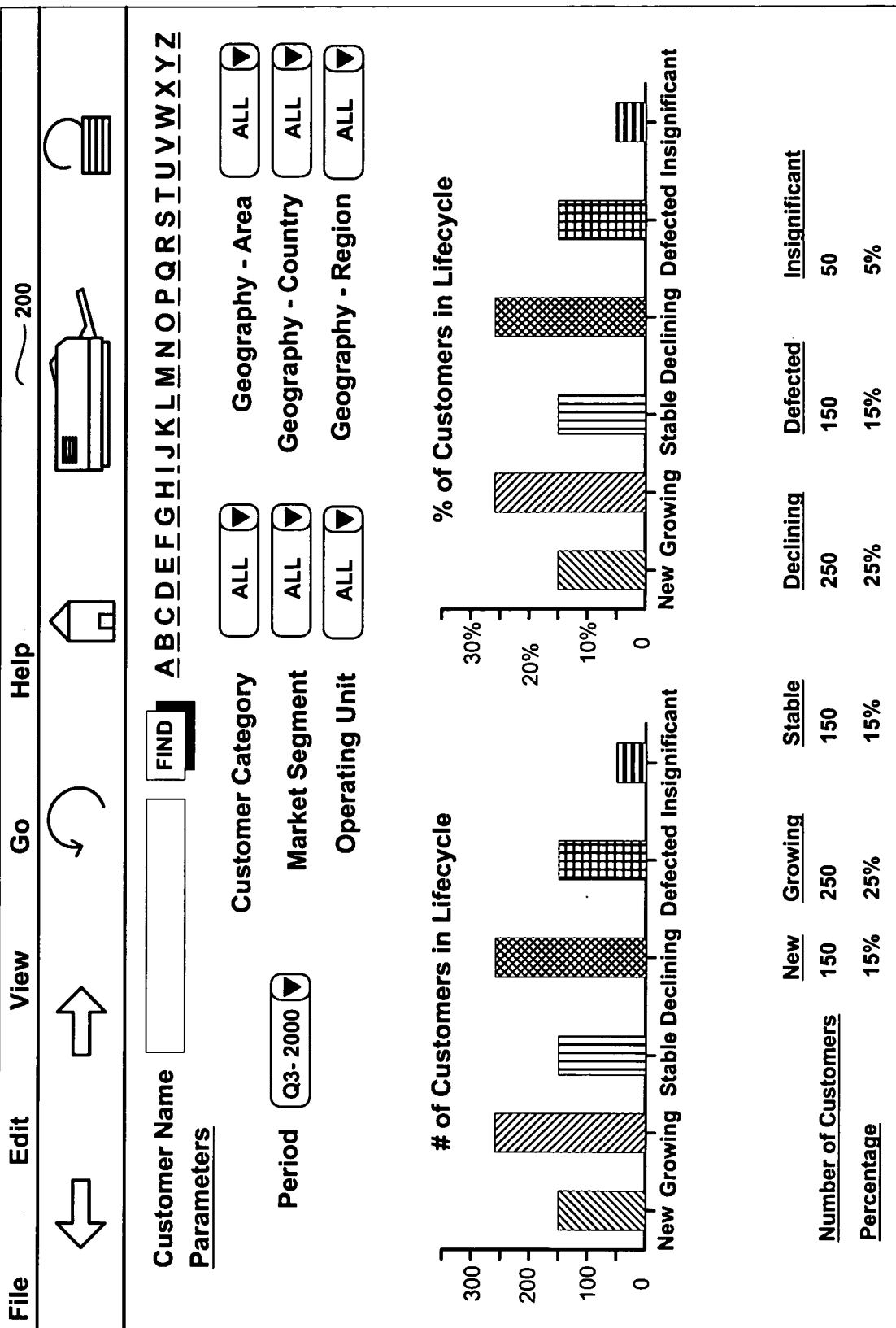
30%

15%

15%

10%

FIG. 3



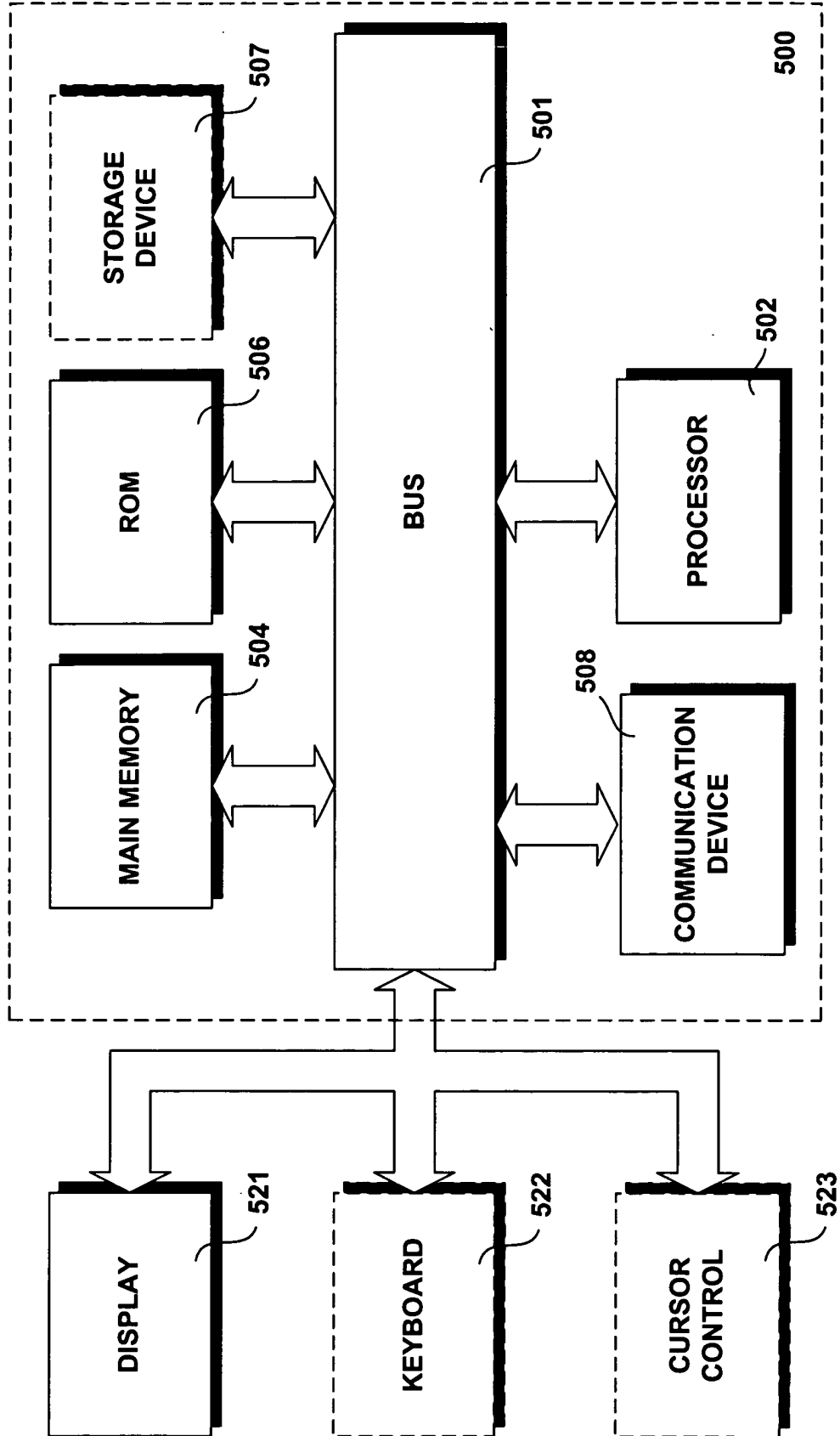


FIG. 5